

# Media Release



**Embargoed until 30 July 2013**

## **Football clubs offered chance to save lives**

The Ahrens Group, SA Community Football League, Red Cross College and the Heart Foundation SA have joined forces to give South Australian football clubs the chance to save lives.

Red Cross College and Ahrens are teaming up to provide subsidies football and other sporting clubs across South Australia to invest in a defibrillator as part of Project Defib.

Project Defib is a national program run by Red Cross. The program aims to assist sporting clubs in reducing the number of fatalities resulting from cardiac arrest and improve safety and emergency preparedness for their members, players and supporters.

Business Development Manager SA at Red Cross College, Jamie Boydon says, "In fact, immediate access to a defibrillator can lead to a 70% survival rate if applied within minutes of a cardiac arrest."

Heart Foundation SA CEO, Dr Amanda Rischbieth said, "there is no doubt that Project Defib has the potential to save lives. Modern defibrillators provide simple step-by-step direction for operation making them appropriate for communities."

Every year approximately 30,000 Australians die from cardiac arrest with the majority occurring outside hospitals. Often this is due to heart attack followed by cardiac arrest, when the heart stops beating. A defibrillator delivers a targeted electric shock to the heart, re-establishing normal rhythms in 97% of cases.

"Research has clearly shown that time is of the essence, because the risk of cardiac arrest is highest immediately following a heart attack, with the chance of survival falling by about 10% for every subsequent minute the person is in cardiac arrest. The person has the best chance of survival when both cardiopulmonary resuscitation (CPR) and defibrillation are applied as soon as possible," Dr Rischbieth said.

Every Saturday, an estimated 150,000 people attend football games at ovals throughout South Australia. Also, a multitude of other sports attract large numbers of players and spectators across metropolitan and regional sporting grounds.

SA Community Football League (SACFL) Manager Glen Rosser says his organisation sees Project Defib as an ideal opportunity to help football and other sporting clubs take a pro-active role in the health of their members.

“Heart attacks do happen and our aim is to make sure that football clubs are well prepared with the right training and equipment to assist in case of emergency.

“In 2010, Ahrens generously donated 100 field bins for football clubs to auction and raise money and we are very pleased they have agreed to extend this support to Project Defib ” Mr Rosser says.

**Ends**

**For interviews or media opportunities, please contact:**

**Photo opportunity:**

- Tuesday 30th July, 10.30am, Defibrillator Project launch at South Gawler Football Club, Dawson Road Evanston SA 5116

**Media contacts:**

- Heart Foundation SA : Nikki Williams, Communications Manager, Mobile 0401 057 031 or Direct line 08 8224 2841
- Ahrens : Stefan Ahrens, Managing Director, Mobile 0419 808 247 or Direct line 08 8521 0014
- Red Cross College : Jenny Hassam, Communications Coordinator, Direct Line 08 8293 9206
- SA Community Football League : Glen Rosser, Community Football Manager, Direct Line, 08 8424 2212

**Red Cross College**

Red Cross College is a national training and employment services provider, delivering 100,000 courses and qualifications to Australians at 80 training locations across the country each year. As the world’s largest provider of First Aid training, Red Cross is a credible partner servicing organisational workplace compliance requirements.

For more information on the project, visit [www.projectdefib.com.au](http://www.projectdefib.com.au)

**Heart Foundation**

The National Heart Foundation of Australia is an independent not-for-profit organisation which relies almost entirely on donations and gifts in wills from generous Australians to fund medical research and operate preventative and educational programs.

**Ahrens Group**

Ahrens is national construction and engineering company, with Design & Construct, Mining, Steel and Agri operations located throughout Australia. As a family company which began in the Barossa Valley 107 years ago, Ahrens is strongly committed to regional communities and the health and safety of its employees.

**SA Community Football League (SACFL)**

The SACFL operates by way of a License Agreement from SANFL with an objective to provide administrative support , promote and raise funds for the benefit of Community Football Leagues and Clubs throughout SA.